MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/ 2023 (TERM ID 2210 & TERM ID 2215)

BMK2174 – SALES AND PROFESSIONAL SELLING MANAGEMENT

(All sections / Groups)

17 February 2023
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (including cover page) with 4 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all the questions (100 marks)

QUESTION 1

As a person grows older and gains experience, demographic characteristics and financial obligations change, skills and confidence tend to improve, and the rewards he or she receives—as well as satisfaction with those rewards—are likely to change. Discuss how an individual's career stage influences motivation.

(Total 25 marks)

QUESTION 2

Sales forecast is one of the most important information tools used by management and lies at the heart of most companies' planning efforts. Discuss FOUR subjective methods of sales forecasting.

(Total 25 marks)

QUESTION 3

For new salespeople, the content of sales training tends to remain relatively constant over time. Product or service knowledge appears in the majority of programs as well as basic selling skills. Beyond these standard topics, there exists a vast array of different subjects. Discuss any FIVE types of sales training topics that should be covered.

(Total 25 marks)

QUESTION 4

Most people think of relationships as the bonds that exist between people, and that definition works in many social instances. In business, though, it is more helpful to recognize that relationships occur along a continuum that can be defined by the types of transactions between a buyer and seller. What customer relationship management is and discuss THREE basic relationship types exist along this continuum.

(Total 25 marks)

End of page